

Message Text

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FM AMCONSUL MELBOURNE

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COMMERCE FOR OIM/FAUSEL

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: PARTICIPATION IN AUSTRALIAN FOREST INDUSTRIES

MACHINERY EXHIBITION (FIME)

REFS: (A) MELBOURNE 0235, (B) SYDNEY 0664 AND (C) USDOC 4408

1. WITHOUT ANY CONSULTATION WITH THIS POST ON FIME QUESTION, UNILATERAL DECISION MADE IN REF. B IGNORES POLICY OF TAKING FRESH APPROACH TO NEW AVENUES AND TECHNIQUES IN ORDER TO INCREASE U.S. EXPORTS AND DISREGARDS BASIC PRINCIPLES OF COMMUNICATION AND COORDINATION.

2. THIS POST FEELS AUSTRALIA LIKELY TARGET FOR PRODUCTS PREVIOUSLY OVERLOOKED BECAUSE OF COST OR OTHER CONSIDERATIONS. THE USE OF FIME, AN EXHIBITION WHICH APPEARS TO HAVE BEEN CAREFULLY ORGANIZED BY COMPETENT AND KNOWLEDGEABLE PROMOTORS, FOR A FULL-FLEDGED TYPE I EXHIBITION COMPARABLE TO THE SOLO ORGANIZED IN COPENHAGEN IN 1970, SEEMS WARRANTED.

3. CONGEN STRONGLY RECOMMENDS THAT AN INDEPENDENT ASSESSMENT BE MADE BY A CONTRACT MARKET RESEARCH FIRM IN ORDER TO

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DETERMINE FIME'S POTENTIAL FOR FOREST INDUSTRIES MACHINERY

AS WELL AS ALL OTHER WOOD WORKING MACHINERY INCLUDING, IF
FEASIBLE, FURNITURE-MAKING, ETC. ONLY THEN CAN IT BE
DETERMINE

IF IT IS WORTH THE INVESTMENT TO SEND A TEAM OUT
FOR A TYPE I EXHIBITION. IF INDEPENDENT MARKET RESEARCH
PROVES FEASIBILITY, THE SHOW WOULD COMPLEMENT EXISTING CCP
AND TRADE CENTER PROGRAMS, NOT REPLACE IT.

4. EMPHASIS SHOULD BE ON NEW TO MARKET BECAUSE IT IS POST'S
UNDERSTANDING THAT AUSTRALIA HAS BEEN IGNORED BY THIS SEGMENT
AMERICAN INDUSTRY SINCE WORLD WAR II. EVEN THOUGH A NUMBER
OF OTM COMPANIES HAVE ALREADY SIGNED WITH FIME, THERE SHOULD
BE NO CONFLICT SINCE PROMOTORS WILL BE GAINING AN EXTRA
DIMENSION AND THRUST TO THEIR OVER-ALL EFFORTS BY HAVING A
U.S. PAVILION. THE FEES PAID BY THOSE FIRMS WHICH HAVE
ALREADY SIGNED WITH THE PROMOTORS COULD PERHAPS BE USED
TO OFFSET TOTAL U.S. PAVILION COSTS.

5. CONGEN TAKES NO POSITION ON THE RELATIVE MERITS OF FIME
AS OPPOSED TO THE ORANGE AGRICULTURAL EXHIBITION BUT SEES FIME
AS AN ADDITIONAL OPPORTUNITY TO FULFILL OUR BASIC OBJECTIVES
OF INCREASING U.S. EXPORTS.
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